

# LINGWAY KM IN ACTION

## www.interex.fr : optimizing the information access on international trade

Developed by Export Entreprises, the first service industry for the French exportation with more than 5,000 customers, the interex.fr website is an information and service portal for the export-orientated companies.

Each month, more than 24 000 different people are using Interex.fr services.

The new version of the website, which uses Lingway technology for the "classification information" part (see below the screen display) gives access to more than 20,000 documents (5,000 market researches, 10,000 memos on market trends, 3,000 data files on professional exhibitions, 3,000 data files on professional bodies) in several languages (80% in English) from a request in French language and from the contents of 2,000 internet websites on international trade combined with a competitive intelligence service.

**interex**  
vous ouvre le monde

AVIC Bienvenue Mr DERIGNY

► Votre profil  
► Vos critères de veille  
► Les réponses à vos questions

Home Panorama des marchés Informations sectorielles Assistance Interex Veille

**Le PANORAMA DES MARCHES MONDIAUX**

5.000 pages d'informations sur l'économie, les usages commerciaux, l'accès aux marchés et l'évolution de 80 pays.

Choisissez un pays :

**L'accès direct aux INFORMATIONS SECTORIELLES**

5000 études de marché, les dernières tendances, les salons professionnels et les sources d'informations sectorielles pour votre activité dans 80 pays.

Indiquez un pays :

Montrez votre produit ou votre secteur :

**L'ASSISTANCE INTEREX**

Des services en ligne et l'intervention des spécialistes de l'équipe Interex pour approfondir efficacement vos recherches.

**LA VEILLE**

Pour suivre de près les évolutions et les opportunités sur vos marchés : des services de veille gratuits ou payants qui couvrent plus de 2.000 sources d'information.

La site Interex Les partenaires Contact Conditions d'utilisation

Every week, the site contents will expand with 50 new market researches and 50 more memos on market trends, plus a new output of 2,000 protected websites.

>lingway

Solutions in language processing

www.lingway.com

Interex wishes to include a multilingual semantic search engine in order to better categorize the information, decrease the "noise" and "the silence", to offer a better competitive watch service and allow a "cross language" search (1).

Therefore, when requesting "agricultural machine" in "Europe" (see screen display below), the system allows to find more documents (in French and English) by automatically expanding to the terms "tractor", "harvester" and also "tracteur", "moissonneuse", etc.... and classifying them in a relevant approach.



Etienne Vauchez, General Manager of Export Entreprises SA, which manages the Interex websites, points out: « we have selected the Lingway technology for several reasons, the semantic engine improves the user interactivity, the multilingual system allows to use the same contents base for the whole Interex websites in Europe and the Mediterranean area, the search and categorization tools power enables to give us a personal touch to the competitive watch system.»

This application has been developed with Lingway KM particularly thanks to the multilingual search modules. The linguistic engineers at Lingway provide the necessary maintenance of the electronic dictionaries for the application.

(1) Cross language allows to query a database in one language and to find documents in a language different from the request.